

**Sudarsana Rao joins Elyctis as Global Sales Director bringing over 20 years of experience in the industry**

**Sudarsana Rao, alumni of IIM (Indian Institute of Management) Calcutta, has been appointed as Global Sales Director by Elyctis; he is a veteran of the smart card and ID document reader industry with over 20 years of experience in a variety of positions, the latest one being Product Manager at Identiv.**

PERTUIS, FRANCE, April 10, 2018 – Elyctis, an expert in ID card and ePassport readers, announces the appointment of Sudarsana Rao who comes with a longstanding experience of the industry. Sudarsana Rao has built his 24-year experience over a career at Identiv, where he has accumulated experiences, giving him a full understanding of Product, Marketing and Sales in the field of smart card readers (contact and RFID) and eID documents.

Sudarsana started his career at Shuttle Technology, which was acquired by SCM Microsystems, and later became part of Identiv. Over this period, Sudarsana has held a variety of positions including Test Engineer, Product Development Support, Project Coordinator, Technical Support, Sales & Business Development, across various geographies, and finally Product Manager. In this latest position, Sudarsana was responsible for managing the desktop smart card readers product range of Identity BU, in-charge of keeping a close relation with Engineering, Sales, Marketing, Supply Chain and Operations teams, to deliver smart card reader products to governments and enterprises across the globe.

In his new role as Global Sales Director at Elyctis, Sudarsana brings his understanding of the diverse and multiple technologies involved in Government Identity, along with strong negotiation skills, problem-solving abilities, keen client needs assessment, program and project management combined with good communication skills.

Alexandre Joly, CEO of Elyctis comments: “We are pleased to welcome Sudarsana aboard. The experience he has built over two decades will make him an immediately effective addition to our team. His arrival will help us grow our international development in Government ID markets.”

Sudarsana Rao says: "I am delighted to join Elyctis. The company's Research & Development, strong international presence, excellent range of products along with its flexibility and customer-friendly approach makes it extremely attractive to organizations worldwide in need of reading Government ID."

He can be reached by email: [sudarsana.rao@elyctis.com](mailto:sudarsana.rao@elyctis.com)

# seamless

In addition, Elyctis will be exhibiting at Seamless Middle East, a major event for the secure transactions industry, taking place in Dubai UAE, on April 15-16, 2018. Come and visit us!

## **About Elyctis**

Created in 2008, Elyctis mission is to supply system integrators with mobile and fixed hardware to access data of eIDs (NIC, passport, resident permits, driving license). The company specializes in the development, industrialization, production and marketing of readers and terminals dedicated to Secure Identity Documents (e-passport, e-ID card, e-driver license,..). The company, which now employs 20 people, has a longstanding expertise in eID projects, as well as hardware and software developments, especially in the combination of optics, antenna design, high security software and integration. Elyctis sells its products through its network of distributors and systems integrators, to whom it provides development environment to facilitate the use of its readers. Elyctis is headquartered in Pertuis, France, and has a sales office in Hong Kong.

Alexandre Joly, Elyctis founder and CEO is a laureate of Reseau Entrepreneurs since 2011, and a laureate of the Reseau Entrepreneurs Ambition program in 2016.

More information at [www.elyctis.com](http://www.elyctis.com)

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